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MEMORANDUM

To: Regional Coordinating Committee

From: CMAP Staff

Date: October 3, 2012

Re: Industry Cluster Drill-Down Report and MetroPulse Jobs

GO TO 2040 emphasizes the importance of human capital, and the plan makes a number of recommendations to further the twin strategies of developing a skilled workforce and innovating for a prosperous future. Over the past year, CMAP staff have engaged in two major plan implementation efforts around freight and logistics, one of the region's most vital clusters of regional specialization. Later this year, staff will finalize similar work on the region's manufacturing cluster. These two efforts- the freight cluster drill down report and the launch of MetroPulse Jobs- are described below.

Freight Cluster Drill-Down Report

GO TO 2040 calls for strategically organizing the region around its existing and emerging clusters of specialization to better compete in the national and international marketplace. The plan directs CMAP, with the support of its partners, to perform "drill-down" analyses into specific industry clusters, including freight, advanced manufacturing, and biotech/biomed. CMAP has completed its first report in the cluster series, a freight drill-down analysis. Staff is currently working on the next drill-down on the manufacturing cluster, scheduled for completion in January.

The freight report focuses on the most prominent challenges and opportunities: infrastructure, innovation, and workforce. Infrastructure is the most serious challenge facing the cluster because of the region's congested system. The innovation section delves into the role technology has played in revolutionizing freight movements and what this will mean for firms in the cluster. The workforce section builds upon the trends identified earlier and shows how the changing dynamics of the cluster are altering the workforce needs of freight. The increased technology-intensive nature of the freight cluster means that freight workers need a new skillset to be competitive. This is an important opportunity for the workforce, yet the region is having difficulty attracting technology savvy workers to manage supply chain movements.

The report closes with implementation actions designed to respond to the challenges and opportunities. Suggested leaders are identified and staff are currently working with partners to identify strategies to pursue implementation. Staff will provide the Regional Coordinating Committee with an overview of the drill-down and next-steps.

MetroPulse Jobs

GO TO 2040 calls for improving data and information systems on workforce and education. To understand the specific data needs and challenges, CMAP staff convened a variety of workforce stakeholders and data users, including community college researchers, Workforce Investment Board staff, advocacy and policy organizations, and community based organizations. In response to their input, CMAP launched MetroPulse Jobs, an online data-portal focused on workforce supply and demand by industry cluster. Freight is the first cluster featured on MetroPulse Jobs; manufacturing will be added in the spring of 2013. Staff will provide the Regional Coordinating Committee with a brief demonstration of MetroPulse Jobs.

ACTION REQUESTED: Information

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